

Interview Summary

Application No.

09306077

Applicant(s)

Examiner

Group Art Unit

2162

All participants (applicant, applicant's representative, PTO personnel):

(1) Munie Tesfamariam(3) Jack Pate(2) JIM TRAMMEL(4) Warren PateDate of Interview 2/26/01Type: ☐ Telephonic ☒ Personal (copy is given to ☐ applicant ☐ applicant's representative).Exhibit shown or demonstration conducted: ☐ Yes ☒ No. If yes, brief description:Agreement ☒ was reached. ☐ was not reached.Claim(s) discussed: 1, 11, 26

Identification of prior art discussed:

Baron et al 5,809,481, Wilf et al 5,899,980, Tsai et al, 5,825,292

Description of the general nature of what was agreed to if an agreement was reached, or any other comments:

for claim 1, line 7 "computer readable instructions executable" will be added after the word and. Also for claim 26 again "and executables" will be added after the word data. Also "under the control of the executable" will be added after the word updating. Further more the examiner agrees that the prior art and the proposed claims do have distinguished over the proposed claims and further search will be made. the proposed claims distinguished over the prior art and further search will be made.

(A fuller description, if necessary, and a copy of the amendments, if available, which the examiner agreed would render the claims allowable must be attached. Also, where no copy of the amendments which would render the claims allowable is available, a summary thereof must be attached.)

1. ☒ It is not necessary for applicant to provide a separate record of the substance of the interview.

Unless the paragraph above has been checked to indicate to the contrary, A FORMAL WRITTEN RESPONSE TO THE LAST OFFICE ACTION IS NOT WAIVED AND MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a response to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW.

2. ☐ Since the Examiner's interview summary above (including any attachments) reflects a complete response to each of the objections, rejections and requirements that may be present in the last Office action, and since the claims are now allowable, this completed form is considered to fulfill the response requirements of the last Office action. Applicant is not relieved from providing a separate record of the interview unless box 1 above is also checked.

Examiner Note: You must sign and stamp this form unless it is an attachment to a signed Office action.

CLAIMS

1. An apparatus comprising:

a first computer associated with a user and containing a first processor;

a second computer associated with a vendor and containing a second processor;

5 a label comprising a computer readable medium and adapted to be selectively secured to

and removed from a product corresponding to the vendor and purchased by the user; and

the label, further provided with vendor data provided by the vendor and effective to
execute] on the first computer for presenting vendor information to the user. *computer readable
instruc
execu:*

10 2. The apparatus of claim 1, further comprising:

the label, wherein the computer readable medium is programmed to contain control data
effective to control execution of the first processor.

15 3. The apparatus of claim 2, wherein the control data is effective to establish
communication between the first computer and the second computer.

4. The apparatus of claim 3, wherein the control data is effective to program the first
computer to communicate interactively with the second computer.

20 5. The apparatus of claim 4, wherein the control data is effective to provide user
authorization for collection of user information by the first computer.

6. The apparatus of claim 4, wherein the control data is programmed to provide user

see 26 limitations
16. A method comprising:

providing vendor data corresponding to a source of products and directed to purchasers of the products;

recording the vendor data on a computer readable medium;

5 providing a label for securing to products to designate a source of products;

securing the label to a product; and

distributing the label and product to a purchaser.

17. The method of claim 16, further comprising:

10 installing the label in a drive associated with a user computer associated with the purchaser, the user computer comprising a processor effective to execute executables.

18. The method of claim 17, further comprising:

controlling execution of an executable in the processor by the vendor data.

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19. The method of claim 18, further comprising:

providing the executable as at least a portion of the vendor data.

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20. The method of claim 19, further comprising:

linking the user computer to a vendor computer associated with the source of products.

21. The method of claim 20, further comprising:

establishing interactive communication between the user computer and the vendor computer, in accordance with communication data within the vendor data.

22. The method of claim 21, further comprising:

5 providing user authorization data from the purchaser for controlling the interactive communication.

23. The method of claim 22, further comprising:

10 brokering the linking between the user computer and the vendor computer by executables adapted to provide an interface between user applications running in the user computer and vendor applications running on the vendor computer.

24. The method of claim 22, further comprising:

updating the vendor data in the user computer from the vendor computer.

15 25. The method of claim 24, further comprising:

selecting the user application from the group consisting of an email application, viewer application, browser, player, facsimile application, a game, a utility, and an index.

20 26. A method for interactive communication between a vendor and a purchaser, the method comprising:

providing vendor data *and executables* associated with a vendor;

recording the vendor data *and executables* on a label comprising a computer-readable medium;

securing the label to a product;

distributing the product and label to a purchaser;

reading the computer readable medium into a user computer associated with the purchaser;

5 establishing communication between the user computer and the vendor computer; and
interactively updating user data on the vendor computer and vendor data on the user
computer.

*under the control of
execn*

27. The method of claim 26, further comprising:

10 controlling by the purchaser the selection and communication of the user data to the
vendor computer.

28. The method of claim 27, further comprising:

15 controlling the communication of the user data proximate a time corresponding to a
second purchase different from a first purchase corresponding to distributing the label.